

Office of Insular Affairs



Allen P. Stayman, Director
David S. North, Bureau Editor

In Memoriam: Peter Tali Coleman

Peter Tali Coleman, the former governor of American Samoa and a career Interior official, died at his home in Hawaii on April 28. He was 77 and had been battling cancer for the past two years.

“I am deeply saddened to learn of the death of Governor Peter Tali Coleman,” **Secretary Babbitt** said. “While no words of mine can ease the loss of this magnificent man, I just want those who love him to know that our prayers are with them at this most difficult time. We at Interior have the greatest affection and respect for him.”

Coleman was a 35-year career federal employee and a 32-year official of Interior. He served in Micronesia as administrator of several island groups in the then Trust Territory of the Pacific Islands, which the U.S. Government administered.

A World War II army veteran, Coleman began his career with Interior in 1946 as an official with what is now the Office of Insular Affairs. He later worked for the Department in American Samoa as a public defender, and later as attorney general. President Eisenhower appointed Coleman as Governor of American Samoa, the first native Samoan to hold the position. Coleman also was the first elected governor of American Samoa.

“He played a vital role as Washington loosened its ties and the islanders took on the opportunities and responsibilities of participatory democracy,” said OIA Director Allen P. Stayman. “He will be sorely missed.”

New Communications Director

David S. North, a former journalist and researcher on immigration, labor, and inter-governmental relations matters, has been appointed public affairs officer of the Office of Insular Affairs.

In the dozen years prior to his appointment he had been the (part-time) Washington correspondent for the Fiji-based newsmagazine, *Pacific Islands Monthly*, a Murdoch publication. In addition to reporting on Washington's relations with the islands, he has covered scientific, business, political, and environmental issues relating to Micronesia, Melanesia, and Polynesia.

North's career has included service with the New Jersey and U.S. Departments of Labor, including an assignment as Assistant to the U.S. Secretary of Labor. More recently he has been a free-lance immigration policy researcher, working with, among others, the Sloan, Ford, and Rockefeller Foundations, the U.S. Departments of State, Justice, Labor, Agriculture and Health and Human Services, and the various Congressionally-established commissions on immigration policy.

As a college student he was (like Adlai Stevenson and Woodrow Wilson before him) managing editor of the Daily Princetonian. North holds degrees in political science from Princeton and Victoria University College in Wellington, New Zealand (where he was a Fulbright Scholar.) He and his wife, **Ruth Blau**, live in Arlington, Virginia. He is the chair of Arlington County board of tax appeals.

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Secretary Babbitt and American Samoa's High Chief Gaoteote cut the ceremonial ribbon to officially open the National Park of American Samoa, the 50th park unit in the National Park System.



Secretary Babbitt Visits American Samoa

Secretary Babbitt, the first Interior Secretary in a dozen years to do so, visited American Samoa during Flag Day celebrations in April. Flag Day is the annual observation of the cession of the territory by Samoa's chiefs to the United States 97 years ago.

Accompanied by OIA Director **Allen P. Stayman** and other Interior officials, the Secretary played a number of roles during the trip: he conferred with the islands' newly-elected governor, **Tauese Sunia**; formally opened The National Park of American Samoa—the 50th park in the National Park System; gave the keynote speech at Flag Day; and examined one of the territory's living coral reefs.

During the ceremonies Babbitt, wearing the traditional lei of the islands, remarked: “Today we honor not only one, but two flags. The flag of the United States and the flag of American Samoa. We honor these flags, standing together as the symbol of a partnership composed of not one, but of two histories.

“The history, the short and wonderful history of the United States, and the long, rich and deep history of Polynesia and Samoa are also honored on this Flag Day celebration.”

Among other dignitaries gathered for the traditional ceremony were **King Taufa'ahau Tupou IV** and **Queen Mata'aho** of Tonga, **His Highness Malietoa Tanumafili le Lua** of Western Samoa, **President Tito** of Kiribati, and the Premier of Nieu, **Frank Lui**.

Flag Day is a two-day celebration on Fagatogo Mall, the seat of the government in the territory. The parade involved fifty units of marchers and floats; there were drills by the Honor Guard, the Army Reserve Unit, the Coast Guard, the Junior ROTC, and by a group of sailors from the French

Navy. There were traditional dances and serenades from Western Samoa's Police Band.

The 10,000-acre national park, which has parcels on the islands of Ofu, Ta'u, and Tutuila, is designed to protect the unique animal and plant resources of Samoa and as well as the territory's 3,000-year-old Polynesian culture. The Park would make these resources more accessible to visitors from the islands and from the U.S. Mainland. Tourism is potentially a major pillar for the local economy.

In 1988 the National Park Service began negotiations with the village chiefs in nine villages on three islands to create the park. The negotiations were needed because the U.S. Government has taken special steps to avoid the alienation of land, a problem in many other parts of the Third World; most Samoan land is held communally, and can not be sold to outsiders; therefore the Park Service needed to lease the land from the villages.

The Secretary had an opportunity to visit the living coral reef on the outer island of Ofu, where he spent one night of his trip. On his return he spoke of his renewed interest in protecting the reefs, which are threatened by both natural (hurricanes, and crown of thorn star fish) and human enemies (beachfront development.)

Through an Act of Congress and an Executive Order, the Secretary is responsible for Washington's relations with Samoa, which secured local self-government in 1977. The Department not only overseas the flow of subsidies and technical assistance to Samoa, it also appoints the judges of the High Court.

It was Interior, some years ago, that facilitated the replacement of federally-appointed governors by the current system by which the governors are elected for four-year terms by Samoa's voters.

Regarding the local political system, the Secretary pointed out that “I have seen a political system perhaps unique anywhere in the world, which combines the tradition of mainland democracy with the tradition of village chiefs selecting your senators to play a large and strong role in a modern democracy.”

At left, OIA Director Allen P. Stayman confers with American Samoa Governor Tauese Sunia, right.



Special Treatment for Our Partners

Teresa Rusnak, Office of the Secretary

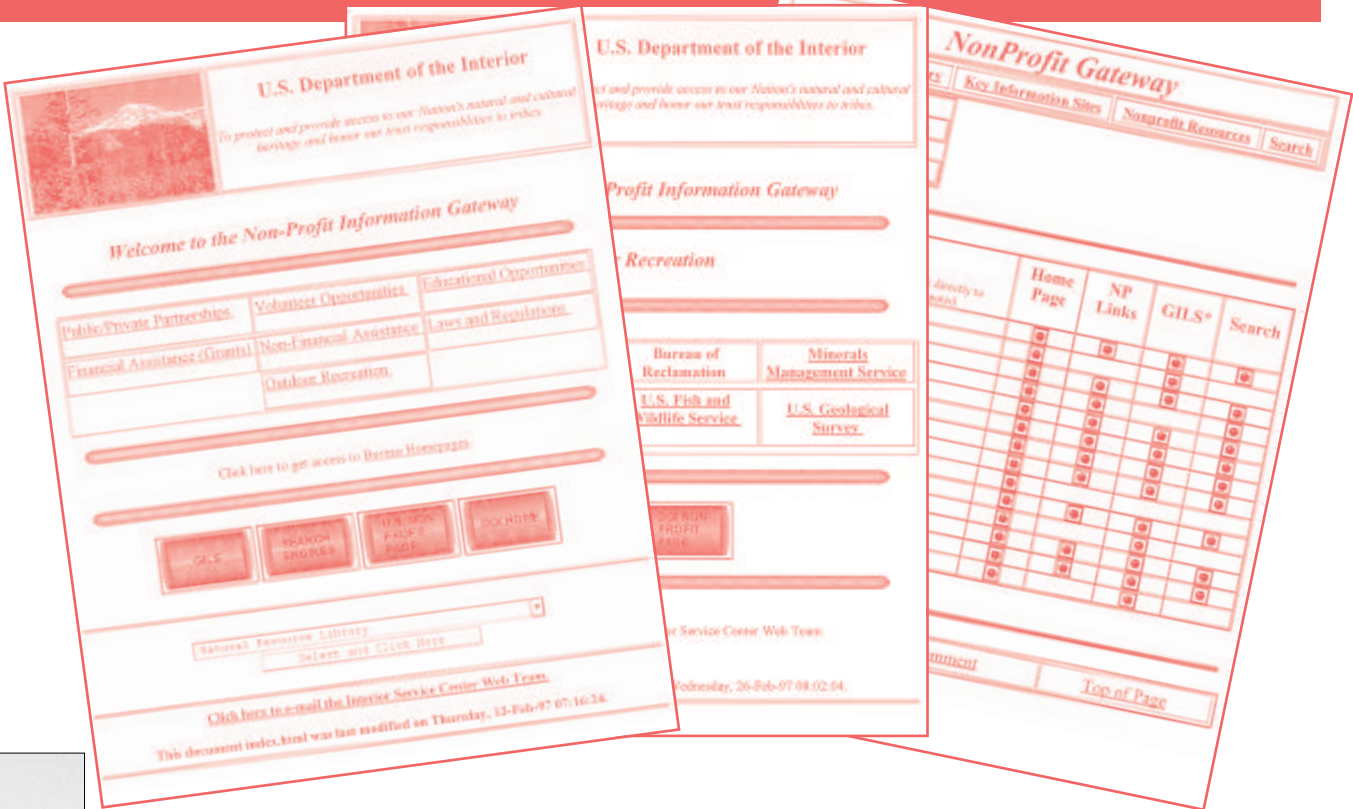
Thousands of Interior’s closest and most valuable partners now have a special Department web site to help them find their way around federal agencies and locate the programs, grants, reports, and services they need to carry out their work.

The **DOI Non-Profit Information Gateway**, part of a federal agency-wide U.S. Non-Profit Gateway initiative, addresses the needs and desires of non-profit groups and constituents throughout the nation and at all levels by providing a one-stop electronic link to this valuable information. Interior’s Gateway page is found at <http://www.doi.gov/non-profit/index.html>

“The Interior Department has a wealth of information on the Internet that is useful to nonprofit organizations,” **Secretary Babbitt** said. “I am pleased to announce that the Department has made great strides in this area, and that we plan to continue our efforts to find every opportunity to open our information storehouses to all seekers. Access to these vast resources will increase opportunities for every



Secretary Babbitt
Photo by Tami Heilemann, ISC



American to be better stewards of our lands by working together to protect our natural and cultural resources.”

Seven categories of information are displayed on the Gateway page:

- Public and Private Partnerships
- Volunteer Opportunities
- Educational Opportunities
- Financial Assistance (Grants)
- Non-Financial Assistance
- Laws and Regulations
- Outdoor Recreation

Clicking on a topic will provide pages that detail what each Interior bureau offers in those areas.

By the broadest definition, there are 1.2 million not-for-profit organizations in the United States. They include large, long-established national partners such as the National Park Foundation and the National Fish and Wildlife Foundation as well as newer regional allies such as the Traverse Bay (Michigan) Watershed Coalition, the Great Swamp Group, and the Friends of Yosemite.

State, county, and municipal governments also have access to the Gateway web site and a special state-specific

link is being developed to further help these organizations. This information will be provided by clicking on a state in a map of the United States icon, which will follow the seven topical categories listed above. Selecting a state from the map will provide Interior information and activities specific to that state.

Examples of Interior’s many partnerships with the non-profit and local government sectors include Habitat Conservation Plans and the Appalachian Clean Streams Initiative. Through habitat conservation plans, the Department has forged strong working relationships with private, local, and state landowners to find endangered species habitat solutions that are biologically and economically feasible for all parties. As of September 1996, 197 Plans were approved and 200 more were being developed.

As part of the Appalachian Clean Streams Initiative, community groups in Ohio have begun restoring Monday Creek with a \$0.3 million Clean Streams grant from the Office of Surface Mining. OSM’s funds are being supplemented by contributions from EPA, Ohio University, and other sources.

Teresa Rusnak handles information technology issues and projects for the Office of Communication and is project coordinator for Interior’s Non-Profit Information Gateway Team.

Gateway Genesis

The Gateway Page is the product of a National Performance Review initiative launched by **Vice President Gore**, who meets often with not-for-profit constituent groups to discuss their projects and concerns. One of their complaints was the difficulty in finding their way around government organizations and locating the information they needed.

President Clinton appointed non-profit liaisons in each federal agency and established a task force with the mission to develop an electronic gateway to the federal government that presented information of value to the work of nonprofit agencies.

Each agency then developed a team. The Interior team is made up of representative from each bureau, the Department’s non-profit liaison, task force members, and the Interior Web Team.

Interior’s Non-Profit Information Gateway Team

- Interior Nonprofit Liaison: Suzy Hubbell 202-208-1923
- U.S. NonProfit Advisory Task Force Member: Janet Bishop
- Sean McMahon, State and Local Government Liaison
- Ralph Gonzales, Bureau of Indian Affairs
- Jeremy Brodie, Bureau of Land Management
- Debee Schwarz, Bureau of Reclamation
- Judy Mork, Mineral Management Service
- Steve Pittleman, National Park Service
- Chuck Myers, Office of Surface Mining
- Mitch Snow, U.S. Fish and Wildlife
- Trudy Harlow, U.S. Geological Survey
- Frances Rowland, U.S. Geological Survey
- David Pettyjohn, Interior Webmaster
- Sandy Rainbolt, Interior Web Team
- Teresa Rusnak, Project Coordinator



President Clinton



Vice President Gore

Information Technology:

Payne's World: Excellent Media Choice, Dudes

Liz Shugrue, Interior AudioVisual Center

Tough audiences—those that may have no discernible interest in your subject—have to be won over by a skillfully selected approach to media that appeals to them but still gets your message across.

The AudioVisual Center devised such an approach for a client who wanted to produce an educational video about air pollution in California's San Joaquin Valley and Sierra Nevada. The challenge was to teach junior high and high school students about the basic principles of air pollution, how it affects air quality in that California area, and what they could do about it—not a particularly attractive topic to most teenagers.

We realized that students are regularly fed dry, instructive videos, that those videos are just as regularly unsuccessful, and that one more feeding would be ineffective and a waste of time. An exciting, new approach was certainly needed, one that would actually make them want to watch and listen. **Trip Payne**, producer-director for the production, devised a simple formula and used some elementary questions: What do kids watch? MTV. What do kids not watch? Documentaries. What do kids like about school? Getting out. What do kids not like about school? Studying.



You get the idea: How do we inspire kids to think about air pollution without painting it in all its depressing and complex data? Trip's answer: "Use an appealing humorous approach to make the factual points and to establish a sense of personal responsibility." If well acted, Trip said, "entertaining characters could say more between jokes than has been provided in all the material sent to me for review by government agencies." Thus was born *Payne's World*.

The inspiration was *Wayne's World*, a Saturday Night Live sketch that appealed to teenagers and college students, and which was at that time at its peak of popularity. With the inspiring confidence of our intrepid producer-director, we convinced the consortium of agencies sponsoring the air pollution video to let us devise a production based on a parody of that popular show.

Entertainment value had to be high and humor had to be carried out with assurance and solid quality, or it would fail. The message had to be clearly and convincingly conveyed—after all, you can't sacrifice the message for the sake of entertaining. So, a script was prepared and quickly given initial approval by the sponsors. Casting for the roles of "Payne" and "Perth" was undertaken in Nashville, Tennessee. Two talented and energetic actors materialized, and they parodied their roles without a flaw.

The approach for the video was to have Payne and Perth, two girl-shy, nerd-like guys, working out a way to present their science project on air pollution

to their class. So, they set up their own TV camera and rehearsed their presentation to the camera. The shy guys emerged on-camera as the cool, hip, rock 'n' roll wanna-be's from *Wayne's World*.

While they "rehearsed," they freely made jokes, surprised each other with insightful information, and even taught each other, as they discovered together that they knew more than they thought they did about air pollution. Through this process, they realize that they have an important message to impart and that their generation can make a difference.

Production was carried out on the superbly equipped sound stage of Scene Three in Nashville. The actors were so good at their characterizations that all scenes were completed with only one or two takes. Essentially, everything that the actors did went into the video. Still, it took a day of rehearsals and two long, grueling 12-hour days of shooting to complete.

The final product: a 15-minute long comedic parody that the audience—teenagers and adults alike—actually enjoys watching. One viewer told us that when he took it home to watch, his 16-year old son happened by the TV, looked twice at the screen, sat down and watched the whole video with his dad. When told that he had just watched a government video, his reaction was, "No way, dad!"

The video has been a rousing success. Four hundred copies were made in the first run. Duplicate masters were struck, and 400 more copies were made, with more than 600 sent to schools, teachers, state and federal agencies, and private non-profit organizations around the country.

Response has been everything from surprise (this can't be a government video!) to overwhelming enthusiasm. Duplicates are still being made and distributed; frankly, at this point we don't really know how many copies are out there. But we do know *Payne's World* has been a success for both the sponsors and for the students—who don't have to watch it, but want to watch it.

As an added bonus, the video has won many awards: First Place in the coveted Telly Awards, First Place in the Communicator Awards, and the International Television Association's Silver Peak Award. We're gratified and awfully proud. As Payne would say, "Excellent!"

THE U.S. DEPARTMENT OF THE INTERIOR PEOPLE & LAND WATER

The monthly news magazine for all employees of the Interior Department.

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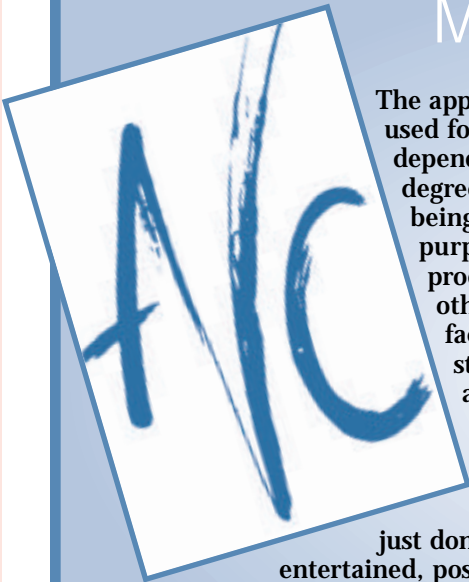


PEOPLE LAND AND WATER is a graphic production of the Department of the Interior's Service Center.



Printed on recycled paper using vegetable-based inks

Media Choices for Tough Audiences



The approach and style used for a production depends to a large degree on the subject being treated and the purpose of the production. But the other important factor determining style is the audience. Just who is the audience?

Some audiences just don't want to be entertained, possibly because of their profession or a previous association with the subject of your video. Perhaps they'd rather get to the heart of the matter quickly. Others may identify with your subject more readily if they see faces on the screen that they can relate to as they hear the story. This approach

speaks to their personal experiences. If they have no awareness of a subject, a friendly face can make a bigger impact.

Perhaps a straight-forward presentation is called for or one using a number of special visual effects to increase impact, or using dramatically enhanced sound effects to stir deeper emotional responses. Video offers a rich array of choices.

Payne's World is an example the almost unlimited number of ways that a subject can be treated—as an educational or training device, a documentary, as entertainment, as a drama, or as a didactic presentation with the message carried by narration or by on-screen interviews.

For information on how to produce your own video, contact Liz Shugrue at the AudioVisual Center, (303) 236-2001, Fax (303) 236-2005, Box 280982, Lakewood CO 80228 or Bldg. 67, Room 180, Denver Federal Center, Denver, CO 80225. Internet: elizabeth_shugrue@nps.gov